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LAND AND INDUSTRIAL DEPT
Southern Railway Company,
228 Washington Street,
BOSTON, MASS.

Winston-Salem,

North Carolina, In 1901.

The Queen City of the Great Piedmont Section.

Trade Centre, Tobacco Centre, Manufacturing Centre, Railroad Centre, Educational Centre.

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Winston-Salem, North Carolina, ...1901...

Location.

Winston-Salem is located on a rolling and picturesque plateau approaching the mountains of Western North Carolina, the Pilot and Blue Ridge being in plain view from any portion of the city. It has ever been recognized as beautiful for situation and is the centre of the finest and richest section of the Piedmont Belt. Its altitude is one thousand feet above the sea level and is sufficiently higher than the surrounding country to furnish an unsurpassed natural drainage. The climate is exceedingly equable. Sheltered as it is from the blighting winds of winter and fanned in summer by the balmy ozone from the wind-swept hills of Western North Carolina it affords a boon to those fleeing from the rigors of winter and the oppressive heat of summer. The average temperature for past twelve years has been 59°, while the annual rain-fall is about 39.85 inches.

Surrounding Country.

Forsyth county, of which Winston-Salem is the county seat, and the adjacent territories for miles around, constitute a rich farming country. The soil of this section is fertile and very productive, well adapted to the cultivation of corn, wheat, oats, grasses, vegetables, fruits and especially tobacco—watered by living streams—giving the farmer every advantage to be had in any place in the United States. All crops when properly cared for will yield an abundant harvest. No more congenial clime can be found in the world than here. It enables farm work to be prosecuted eleven months out of the year.

The populace throughout this section of the State are a healthy, prosperous and contented people—an education-seeking people, with whom refinement and culture are all in all. As a place for home-seekers there is no spot on the globe superior to Forsyth and the adjacent territory. Blessed with ample springs of clear, cool, health-conducive water, blue skies and radiant sunshine, it is an ideal place of the Sunny South. Those in quest of picturesqe home sites have varied abundance from which to select; hill and dale, slope and riverside, wood and field—all spread out like a panorama, inviting the home seeker to stay his wanderings and find rest and repose.

Winston-Salem.

Winston-Salem, while a portion of its history (Salem) is contemporary with colonial days, having been founded over a century ago by a Moravian

colony, is a new city, as its rise and progress dates back only two decades. Almost at a bound it sprang into a prosperous manufacturing and commercial centre, and today its magnetism as a centre for special lines, attracts the trade, not only of America, but of the world. It is a quiet, unassuming city whose growth has been firm and steady—no spasmodic boom swelled her 4,000 inhabitants of twenty years ago to the now 20,000, but the natural resources, and unexcelled advantages which exist here, together with the commanding topographical position has destined Winston-Salem to out-strip her sister cities, and only a few years hence the Twin-City will be the most prosperous and flourishing trade and manufacturing centre in the South. Her internal improvements are modern and compare favorably with the larger cities of the country. Nothing is lacking to make it truly a metropolitan city—supplied with convenient city railway facilities, unexcelled water works and sewerage system, electric plants for power and arc and incandescent lighting, while the streets and pavements are well paved and shaded with the picturesque and graceful elm and oak—it is a desirable city in which to live.

Commerce.

Winston-Salem, being situated as it is with ample facilities for transportation of freights to all points, backed by a fine farming country, is of course a place of great business activity. The business interests of this city are rapidly expanding and trade from all sections is being attracted here.

The commercial activity is made up of manufacturers and jobbers and a number of large and metropolitan retail establishments, all these institutions are in a flourishing condition. Her business people are sagacious and enterprising and stand as a unit in matters pertaining to the upbuilding of their city and community.

In a Nut Shell.

Winston-Salem contains a population of upward of 20,000 souls. They have two water-works, electric lights, gas plant, two telephone systems, thirty-five daily trains, two well-kept, up-to-date hotels, thoroughly equipped with all modern conveniences; one female academy of a century of usefulness, one boys' high school, five graded schools, one colored Industrial school, two ice plants, three knitting mills, three laundries, two daily papers, three weekly papers, two monthly papers, one Tobacco Journal, weekly; four banks, two sash, door and blind mills, with woodworking in all departments; one tin tag company, five wagon factories, one chemical company and fertilizer works, two well fixture factories, two chair factories, one cigarette factory, two cigar factories, one cigarette machine factory, one bone mill and cotton gin, one Electric Light and Power Company and street railway, with six miles of lines operated; one electric power plant, with 2,500 horse power; two cotton mills, one woolen mill, four flour mills, three foundries, three furniture factories, three bottling works, two box factories, four brick-making plants, one broom factory, two carriage and wagon factories, four iron machine works, four tobacco warehouses, twenty-two million pounds annual sales of leaf tobacco, ten plug tobacco factories, with an annual output of twenty-five million

pounds, thirteen leaf tobacco factories, one marble works, six thousand laborers employed in factories, fifteen hundred horse power electric current, ready to be harnessed to any kind of new industries.

Railroads.

We have two of the South's greatest railroads, the Southern, and Norfolk & Western, running North, South, East and West into the extensive and rich territory tributary.

Educational.

The people of Winston-Salem take great pride in their schools, and make most generous provisions for their maintenance, and it is not saying too much to claim that no city in the country of equal size has better school facilities. Besides large buildings used for the colored children, we have four splendid public school buildings. In connection with the public schools a public library has been established which is growing to be one of our important institutions. In addition to her public schools Winston-Salem is the home of the famous Salem Academy and College, which for a century has been a splendid school for young ladies. There is also located here the Slater Industrial School for colored people. A business college under the management of Prof. McCaul is a growing and popular institution.

Religious.

Winston-Salem is well supplied with houses of worship. She has a number of magnificent church edifices, well furnished and comfortably arranged. The following denominations have churches here: Methodist, Baptist, Presbyterian, Moravian, Christian, Protestant Methodist, Episcopalian, Roman Catholic, and Lutheran.

Banks.

There is no city in the South, of equal size, with stronger banking institutions than Winston-Salem. We have two National Banks, one Savings Bank, and a Loan and Trust company doing an extensive Banking business.

Hotels.

We are well supplied with Hotels, some of which are steam heated, with comfortable rooms and accommodating service. The Northern tourist seeking a pleasant home for the winter can find here hotels and boarding houses that, if not as elegant as some of the winter resorts, are comfortable, cheerful and homelike.

Parks.

Nissen Park, situated about two miles south of the city, was opened to the public last summer and is a beautiful place and popular resort. The electric cars run direct to the Park.

Piedmont Park, about two miles north of the city is where the Fairs, races, athletic grames, etc., take place. The Park has the finest race track in the South, grand stand, stalls, etc.

Public Buildings.

The Twin-City is proud of her public buildings. She boasts of the finest Court House in the State, standing in the center of the city, a monument to its builders and a credit to the county. The municipal building is a plendid structure, up-to-date and convenient, with court room, council chamber, offices, market, armory, etc. The public school buildings are all first-class. The U. S. Government will soon erect a handsome public building, for which a beautiful location has already been secured. An Opera House that will be a credit to any city will be erected this year.

Streets, Sanitary System, and Water.

The principal streets are all paved and the city is lighted with electricity. A good system of sewerage is in operation. Our water supply is abundant and is according to the report of the State Chemist, absolutely pure. The water is cool, clear, sparkling, and healthy.

Tobacco.

Tobacco is the basis of Winston-Salem's prosperity. The first sale of leaf tobacco was held about 26 years ago, since which time the market has steadily grown until today it sells more tobacco direct from the hands of the farmer than any market in the South. The tobacco year that has just closed was by far the most prosperous in the history of the market, about 22 million pounds of leaf having been sold. This is also an important point for the manufacture of the weed, about 25 million pounds annually being made into chewing tobacco, besides smoking tobacco, cigarettes and cigars. Manufacturers pay to the government about three million dollars annually, and farmers receive on an average of $5,000 per day throughout the year for tobacco sold on the Winston market. Tobacco grown in this section possess a peculiar flavor and sweetness that is not to be found in tobacco grown in any other section — hence the popularity of the product.

Commercial Organizations.

The Chamber of Commerce is an organization which has been a strong factor in the progress of the Twin-City. Nearly every business and professional man in the city is a member of the organization. The Chamber has handsome rooms, where strangers are always welcome. The Secretary of the Chamber will promptly answer all letters, and will gladly give any information that may be desired by those wishing to locate or invest. The Tobacco Association is strictly a tobacco organization and has about seventy-five members, all of whom are engaged in some department of the tobacco trade.

The Press.

Winston-Salem supports two daily papers, The Sentinel and Journal, both afternoon publications, taking press dispatches, The Republican, a weekly with a large circulation, and the Tobacco Journal, are both published here.

Various Institutions.

The Twin-City Hospital, Home for Widows, Old Folks Home, Sisters Home, are all charitable institutions, and all doing a great work for humanity. Winston-Salem has the most flourishing Y. M. C. A. in the State. The rooms of the Association are fitted up handsomely. The reading room is supplied with over $200 worth of current literarure, including the leading periodicals and magazines. The gymnasium is well equiped and the Auditorium is an unusually good one, furnished with about four hundred opera chairs.

Wholesale.

Owing to the peculiar location of Winston-Salem, her railroad advantages and immense back countries, penetrated by the Southern and Norfolk & Western Railroads and their branches, the place offers splendid opportunities for those desiring to engage in the wholesale business. There are already in operation here some of the largest wholesale dry goods concerns to be found in the South. Several large grocery concerns are also in a flourishing condition. There is a splendid opening here for a wholesale shoe and hat business, wholesale clothing, and in fact there are great possibilities here for almost all lines of merchandise in a wholesale way.

What We Want.

Owing to cheapness of labor, first-class railroad facilities, cheap electric power, plenty of good timbers, and other advantages, Winston-Salem is a splendid point for all kinds of small industries. Men of experience and a little money can find encouragement here. Great possibilities await the following industries: The manufacture of carpets, knit goods, tables, chairs, coffins and caskets, cooperage, shoes, hats, all kinds of furniture, stoves, silk goods, pearl buttons, china ware, baskets, spokes, handles and shuttles, buggies, soap, chewing gum, trunks, organs, pianos, shovels, tools, agricultural implements, matches, ladders, paper boxes, pants, shirts, ladies' skirts, foundry, fire insurance, life insurance, snuff, herbs, truck, brass foundry, iron bedsteads, enameling works, brewery, creamery, hosiery mill, tape, glass, sewer pipe, rope, sash cord, office novelties, paint, electric supplies, cheroot, bleaching, &c.

We want good people to come here. We will give them a cordial welcome, and assist them in every way possible.

Conclusion.

It is impossible in this small pamphlet to give complete information in regard to our city and section, and the many advantages we possess. An investigation will satisfy anyone as to our possibilities and advantages. A letter addressed to the Secretary of the Chamber of Commerce will at all times receive prompt attention.

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